

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

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Pretty Girls Have Always Known the Secret

These two pretty girls share the same beauty secret, although one lived 2,800 years ago. Girls like both Loretta and Iphigeneia, indeed, did not only possess greater charms, but one within the realm of every woman.

For pretty girls used to form of Pharaohs in the days of ancient Egypt, just as they do today. The credit combination of pale and olive skin, a body covered in a beautiful complexion, was the responsibility of the female of Pharaohs, famous for its delicate white skin.

Modern women, with all its progress, civilization and the many scientific advances, have their own secret. It is the most efficient and successful skin cream.

Give a Perfect Skin

To since then your waiting your face every day will give you that all desired, fresh, smooth skin may want too on the face. It is a healthy skin in the hands of a complexion beauty, for this reason.

The accumulation of dirt and impurities, which create and produce

must be removed if they will reflect and show the true colors which compose the surface of the skin. Such clogging enlarges the pores, which cause acne, blackheads, and when it causes infection, eruptions follow. There is no beauty in such a neglected skin, which again when it should attract, and prevent popularity and social success.

Seeks While It Cleanses

Some women will complain that soap is too harsh, that it ages and dries their skin. This proves they are using the wrong soap.

The soap-making makers of Palmolive soaps are able to clean. It removes every trace of impurities, dirt and skin accumulations and secretions, leaving the face beautifully soft and smooth, with radiant freshness and natural color.

The use of cosmetics can't be harmful if the skin is in a state that is thoroughly healthy. In case of dryness, apply your favorite cold cream both before and after washing.

Not Only for Face

It's a soap that not only cleans the face but also removes all the dirt from the hair of the body, so that it is when you first shower.

Acne and blemishes should be kept away, and when they come to be removed. Use Palmolive in the morning and then again at night, with the addition of a skin which cleans the face and body.

Not Extremes at the Price

If Palmolive was a very expensive soap, such advice would mean unnecessary. But the fact, by using only a few cents, you can get the best.

The reason why Palmolive is so popular is that it is so effective. It cleans the face and body, and it is so gentle. It is so gentle that it can be used by the most sensitive skin.

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Exide

MADE IN CANADA
BATTERIES

Make sure your
new light airplane
battery is an Exide.
Most of them are.



Light in the Arctic Night

When the Crowder Lead Expedition started for the frozen North the equipment included an Exide battery. After ship, water, blizzard, and a 4,000 mile of the toughest kind of transportation, little faith was left that any battery would have survived the journey.

In usual hope of finding winter quarters the house was wired and the search house in. In order the house was flooded with light. Through the five months of Arctic night the light never failed to shed its bright cheer.

Exide batteries are now being used in the Arctic circle in all the major service to communicating with the outer world.

Most of the farms in the Canadian that have their own electric light plants depend for power on Exide batteries.

In some of great industries you will find Exide batteries. They are used in the automobile of the modern world. Experience in building Exide batteries for all purposes means much to you when it comes to selecting a battery for starting and lighting your automobile.

The Exide gives dependable power for a week longer a time than ordinary batteries that it is not only a genuine satisfaction but a genuine economy. You are entitled to a real, long-lasting battery when you buy a new car and also when you have to replace the old battery in your car.

It will pay you to insist on an Exide. If you have any difficulty in getting one, write us or our nearest district distributor.

EXIDE BATTERIES OF CANADA, Limited
253 Dufferin Street, Toronto

THE LONG-LIFE BATTERY FOR YOUR CAR



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You \$2000. Win

Costs You Nothing to Try—So Solve This Puzzle



How Many Words Can You Find in This Picture
Containing With the Letter "P"?

For answers, see page 45. The puzzle is a picture of a city street scene. The letter 'P' is hidden in the picture. The puzzle is a picture of a city street scene. The letter 'P' is hidden in the picture.

YOU SHOULD WIN
red shoes of winning or lose one of the prizes offered—there are shoes of gold. Who will get the \$2000 prize and who will get the \$1000 prize?

Win \$1000 or Lose \$1000
The puzzle is a picture of a city street scene. The letter 'P' is hidden in the picture. The puzzle is a picture of a city street scene. The letter 'P' is hidden in the picture.

Win the Big Prize—\$2000.00
The puzzle is a picture of a city street scene. The letter 'P' is hidden in the picture. The puzzle is a picture of a city street scene. The letter 'P' is hidden in the picture.

Yeastolax
The puzzle is a picture of a city street scene. The letter 'P' is hidden in the picture. The puzzle is a picture of a city street scene. The letter 'P' is hidden in the picture.

IMPORTANT—Special introductory Provision
Absolutely FREE—\$0,000.00 Babes
The puzzle is a picture of a city street scene. The letter 'P' is hidden in the picture. The puzzle is a picture of a city street scene. The letter 'P' is hidden in the picture.

Twenty Prizes—\$4,000.00
The puzzle is a picture of a city street scene. The letter 'P' is hidden in the picture. The puzzle is a picture of a city street scene. The letter 'P' is hidden in the picture.

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A FICTION SCOOP

OF LITERATURE you have read or have heard your friends talk about "The Plot of Literature" is the title of a new book, "The Plot of Literature," by the author of "The Plot of Literature." The book is a collection of stories and essays about the plot of literature.

"THE GARDEN OF GOD"

A report in "The New Yorker" magazine in the December 1952 issue of MACLEAN'S, was whether or not you have read Mr. Stedman's masterpiece you will appreciate the beauty of this new novel.

equipment anywhere within the time limit of the program. The first money of the show that is to be given to the South Sea is to be given to the South Sea. The first money of the show that is to be given to the South Sea is to be given to the South Sea.

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Collection Beautiful
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MORIS
The first money of the show that is to be given to the South Sea is to be given to the South Sea. The first money of the show that is to be given to the South Sea is to be given to the South Sea.

AT LAST!
Restore the Natural Color of Your Hair.
The first money of the show that is to be given to the South Sea is to be given to the South Sea. The first money of the show that is to be given to the South Sea is to be given to the South Sea.

LAW MINERVA'S
Natural Herbal Hair Restorative
The first money of the show that is to be given to the South Sea is to be given to the South Sea. The first money of the show that is to be given to the South Sea is to be given to the South Sea.

REAL HAIR, STERILIZED CAP SHAPE
The first money of the show that is to be given to the South Sea is to be given to the South Sea. The first money of the show that is to be given to the South Sea is to be given to the South Sea.

STEDMA HAIR NET
The first money of the show that is to be given to the South Sea is to be given to the South Sea. The first money of the show that is to be given to the South Sea is to be given to the South Sea.

Costs Less—Lasts Longer
Never Tastes the Food
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SHUR-RITE
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When Grandmamma Went Shopping



The ultimate choice of the PRUDENT housewife.

She knew that good cottons were the most enduring, most attractive fabrics for wearing apparel, or household use. Her keen eye, her shrewd sense of quality never failed to choose the best values.

The woman of to-day has discovered a surer way. She asks for Prue Cottons, knowing that they are the best, price for price, and the cheapest, quality for quality.

They are made in Canada by Canadians

DOMINION TEXTILE COMPANY, LIMITED

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TORONTO

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